



06-02-05

JFH

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Application of: Yasnovsky et al.

Confirmation No.: 5781

Serial No. 10/700,837

Art Unit: 3622

Filed: November 3, 2003

Examiner: Khanh H. Le

For: **SELF-SERVICE PLATFORM FOR  
SELLING ADVERTISING**

Attorney Docket No.: 649388-999004  
(formerly: 23867-08200)

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

**AMENDMENT UNDER C.F.R § 1.111**

Sir:

This amendment responds to the December 28, 2004 Office Action. With this amendment is enclosed a Petition for Extension of Time extending the period of response from March 28, 2005 to May 28, 2005. Please amend the above-identified application as follows:

**Amendments to the Specification** begin on page 2 of this paper.

**Amendments to the Claims** begin on page 3 of this paper.

**Remarks** begin on page 13 of this paper.